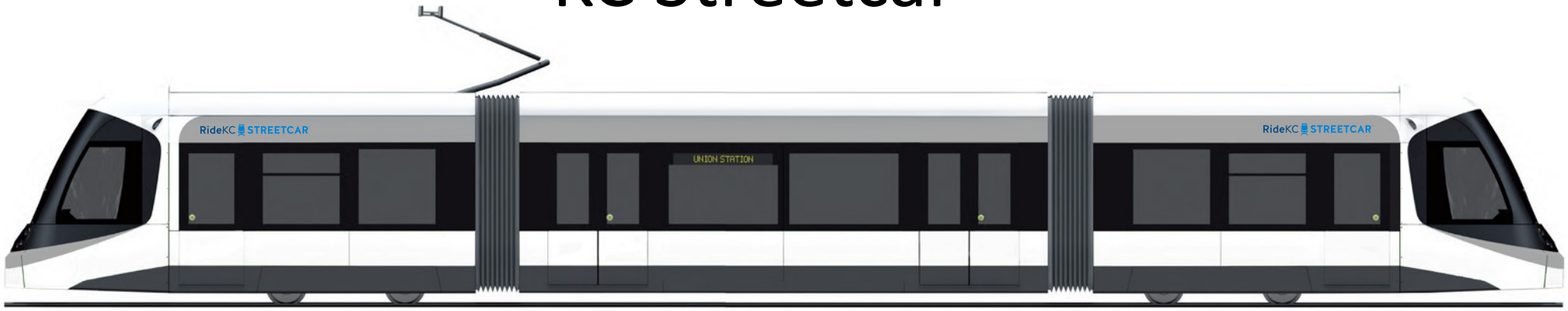
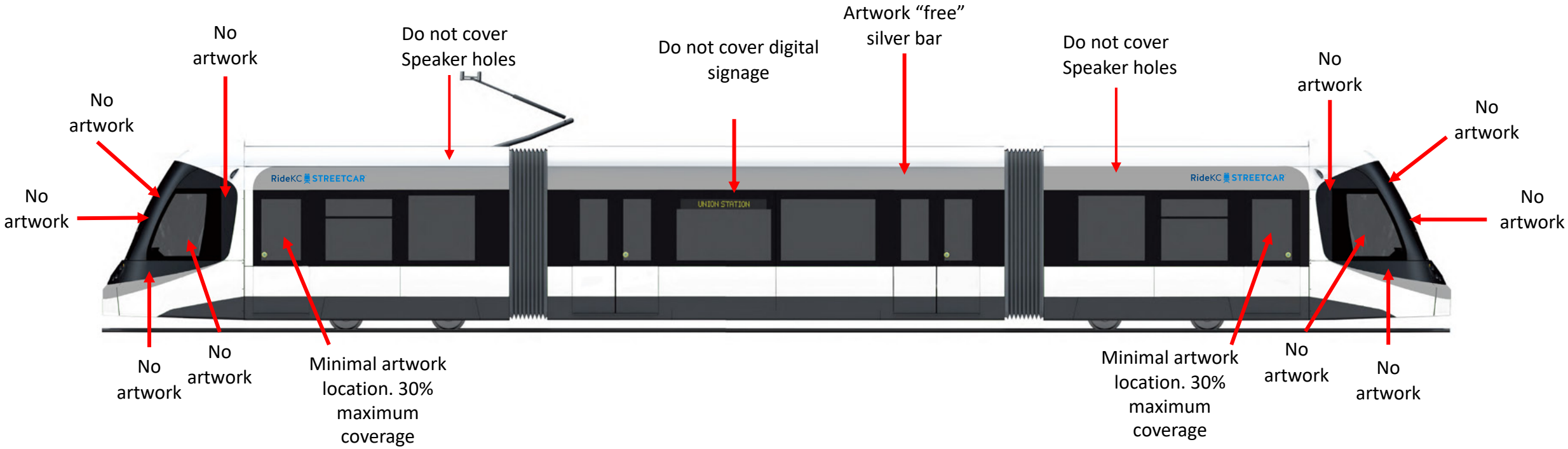
RideKC STREETCAR™

Congratulations! You want to wrap a KC Streetcar

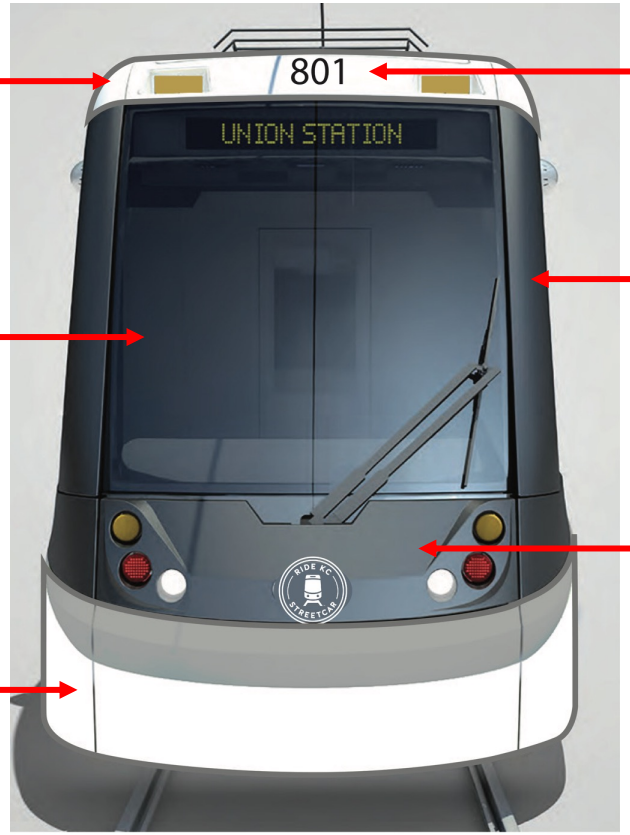


KC Streetcar Wrap Guidelines

Side view of the KC Streetcar



Front/End of the KC Streetcar (cab)



Available space for artwork

Incorporate vehicle number into the design

No artwork

No artwork

No artwork

Available space for artwork

1/8 scale

The Streetcar is not a billboard

Design Tips

- Do not design for a billboard. Design for the space and the streetcar vehicle.
- The KC Streetcar is 77 feet long, 12 feet tall and 8 feet wide, and moves, sometimes 25-30 miles an hour.
- Design around the four speakers and speaker holes on the upper portion of the streetcar (do not cover the speaker holes with vinyl).
- Be mindful of corners, doors, natural breaks when designing your wrap as these will interrupt and affect your imagery.
- If using photos of people, do not cut off faces in your artwork. Be intentional in your art placement.
- Do not impede on the top silver brand bar (that is reserved for the KC Streetcar brand).
- The streetcar cab side black areas must remain clear of artwork and vinyl (cabs are the ends of the streetcar where the operator sits).

Design Tips

- Visibility is a key component to the streetcar experience for aesthetics and safety reasons.
- Goal of at least 30% of streetcar vehicle glass/windows on either side should be vinyl free
- Operator windshield and side windows must remain clear of artwork and vinyl.
- All 4 Front door windows near operator cab must have minimal coverage (30% coverage max).
- Don't Forget The Front! Remember to design for the front and back (both sides and both cabs) of the streetcar.
- Only the lower part of the cab nose can be covered – do not wrap the black area where headlights rest.
- Design should incorporate streetcar number in its design (i.e. 801, 802). The KC Streetcar Authority will coordinate on which streetcar will be wrapped.
- Limit the amount of text in the design (it's hard to read text on a moving streetcar)

Material

- KC Streetcar Wraps are printed using a 3M vinyl material appropriate for outdoor vehicles
- Vinyl placed on the windows and glass is perforated so that passengers can view outside when riding the streetcar.

Schedule + Process

- Designing for a Streetcar is a 3–4-month process from start to installation.
- All artwork designs must be approved by the KC Streetcar Authority prior to printing and installation.
- Once artwork is approved by KCSA, the client will provide complete and final art files to KCSA.
- KCSA will send the complete art files to the printer.
- KCSA will manage the printing and installation process with the printer.
- Printing takes at least two - three weeks to complete.
- Installation takes at least two days to complete.
- Installation takes place Mondays –Thursdays (no Fridays or weekends) and at the KC Streetcar Singleton Yard Maintenance Facility.

Sample Wraps

Sample Wraps

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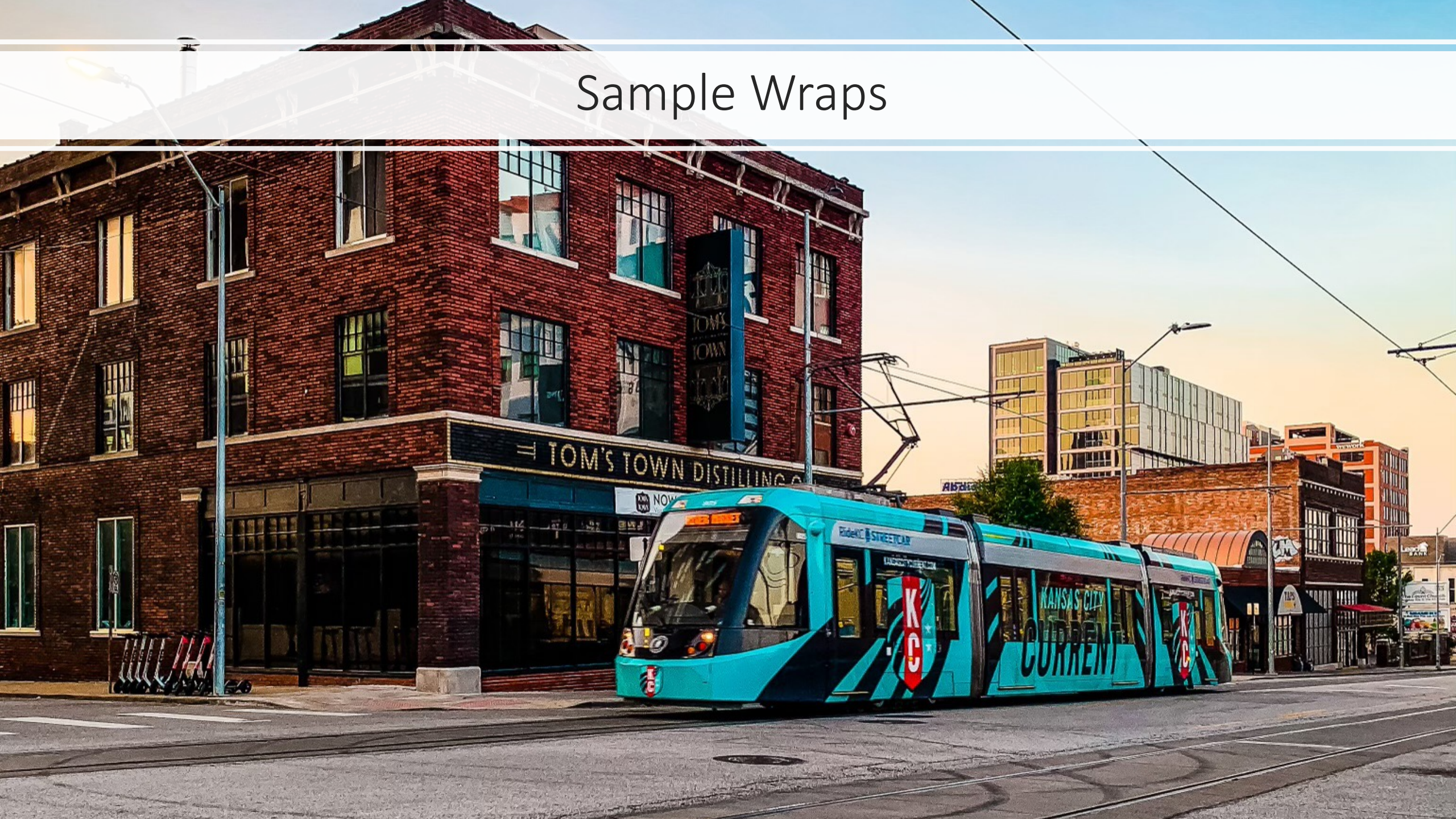
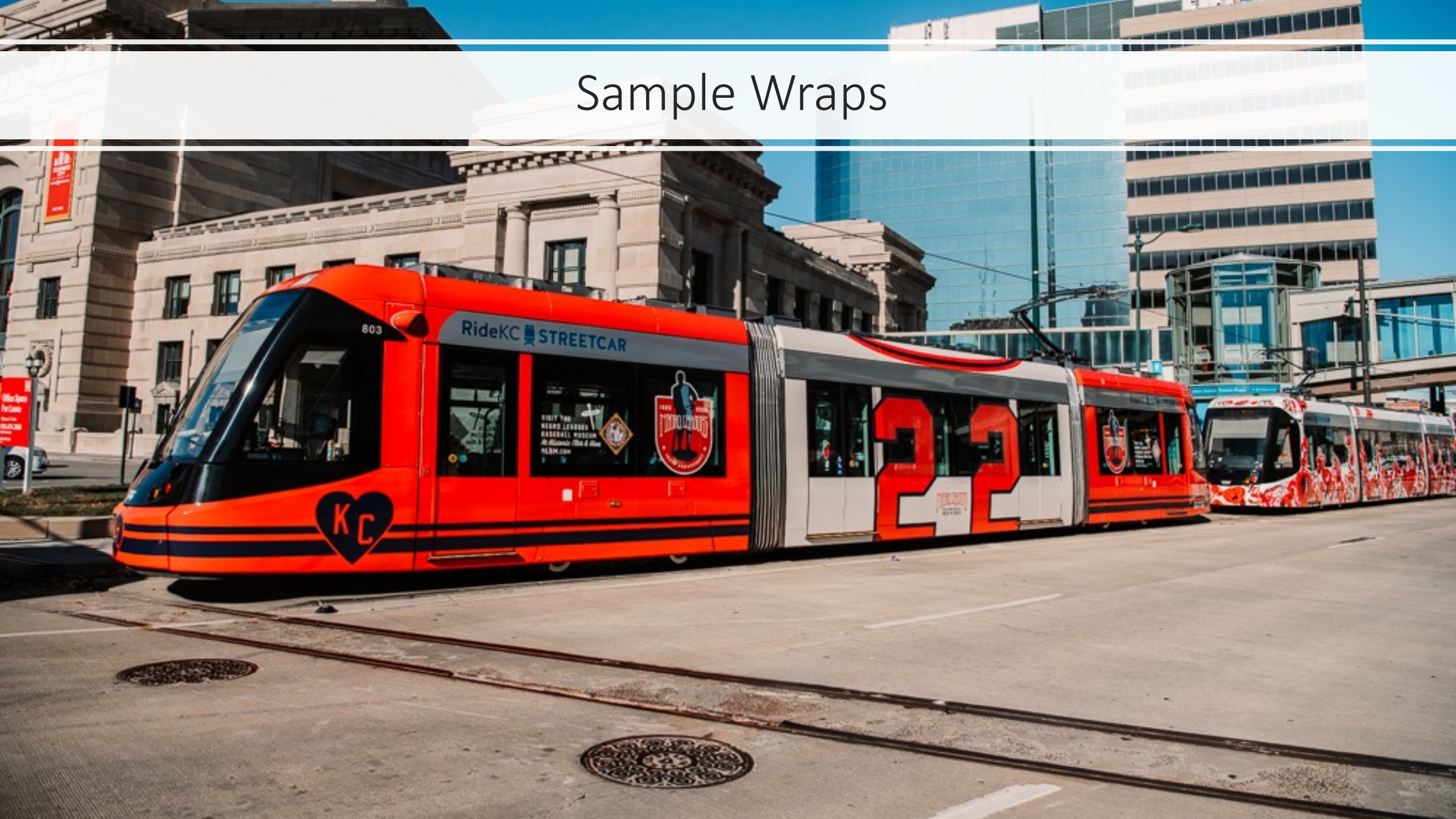


Sample Wraps



Sample Wraps

Sample Wraps

Production + Installation Costs

2023 costs

Full Wrap #1 (Boulevardia Example) $13,900

- Full wrap of Streetcar including 100% coverage of perforated vinyl on side windows.
- Width: 1950 Inches. Height: 120 Inches
- Install: 19 Hours

Full Wrap #2 (World Cup + KC Current Example) $12,700

- Full wrap of Streetcar including 60% coverage of perforated vinyl on side windows.
- Removal included. Artwork and set up additional.
- Width: 1900 Inches. Height: 120 Inches
- Install: 18 Hours

Design Costs for standard art import + set up for full wrap:

- 4 Hours at $110 per hour
- Total $440

//// FULL WRAPS

Boulevardia

World Cup

KC Current

Production + Installation Costs //// 3/4 WRAPS

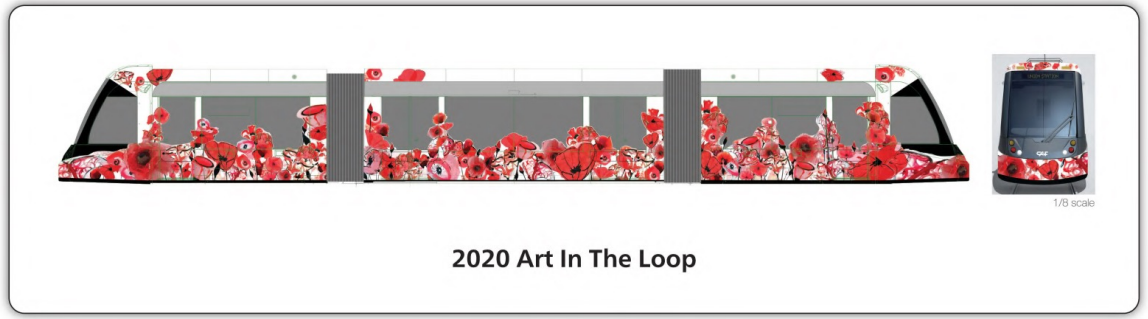
2023 costs

3/4 Wrap $11,000

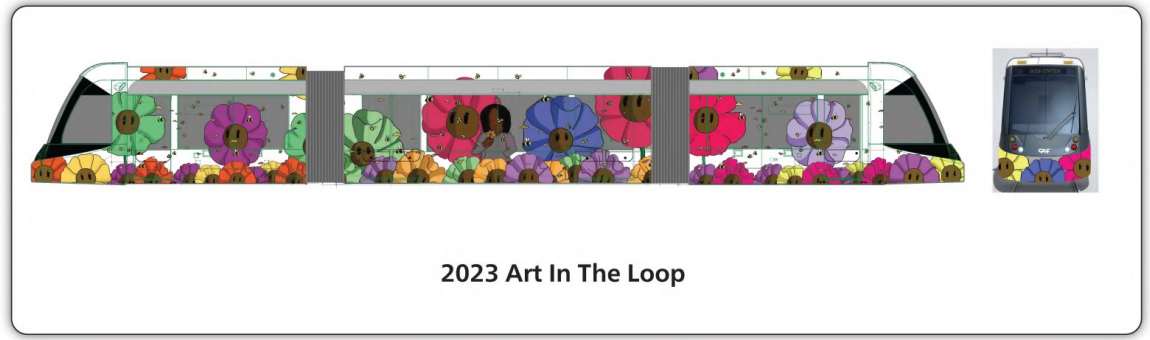
- 3/4 wrap of the Streetcar including 50% coverage of perforated vinyl on side windows.
- Width: 1900 Inches. Height: 100 Inches
- Install: 16 Hours

Design Costs for standard art import + set up for 3/4 wrap:

- 3 Hours at $110 per hour
- Total $330



2020 Art In The Loop



2023 Art In The Loop

Production + Installation Costs

2023 costs

//// 1/2 WRAPS

Half Wrap (Holiday Streetcar Examples) $4,800

- Half wrap of Streetcar including 40% coverage of perforated vinyl on side windows.
- Width: 1440 Inches. Height: 48 Inches
- Install: 9 Hours

Design Costs for standard art import + set up for 1/2 wrap:

- 1.5 Hours at $110 per hour
- Total $165

2023 Christmas Wrap

2021 Christmas Wrap

Production + Installation Costs

2023 costs

//// 1/4 WRAPS

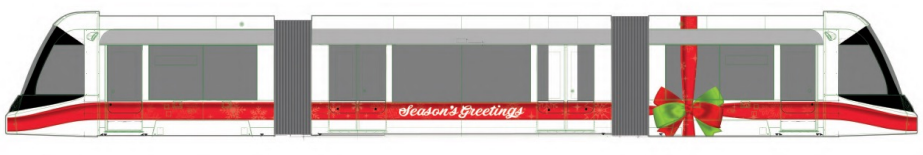
1/4 Wrap (PrideKC & Holiday Streetcar Examples) $2,750

- Quarter wrap of Streetcar with no perforated vinyl on side windows
- Width: 1940 Inches. Height: 18 Inches
- Install: 7 Hours

Design Costs for standard art import + set up for 1/4 wrap:

- 1.5 Hours at $110 per hour
- Total $165

KC Pride Wrap



2020 Christmas Wrap

Streetcar Seat Production Costs

2023 costs

- Wrap seats (Priced per seat): $85
- Width: 24 Inches
- Height: 48 Inches
- Install: 0.5 Hour

Interior Streetcar Signage Production Costs

2023 costs

- 8” x 10” decal on glass dividers: $17.75
- 7” x 31” decal on back of arrival sign: $43.00
- 8” x 50” decal on bulkhead: $69.00
- 5” x 96” streetcar pole: $65.00